

ENGINEER YOUR OWN FUTURE

To imagine the future is easy.

To engineer the future is a little harder.

It demands a faculty of mind that has been called imagineering.

It requires both vision and planning.

It doesn't take much vision to realize that Canada needs your savings now—and that you will be glad of them later.

But it does take planning to squeeze more and more savings out of an overburdened income.

You need to be something of an engineer to cut corners, trim down costs, eliminate every item of waste and extravagance.

But when you project a curve into the post-war world and stake out your place in it you will find that it is good business to be patriotic.

The bonds you buy now will enable you to expand your business, build a new home, surround yourself with comforts that now are scarce.

In the better world after the war you will find many better things to buy and enjoy.

Make sure you have engineered your savings so that the blueprint of your future can be carried into reality without delay when the coming of peace releases civilian goods again.



"Speed the Victory"



BUY VICTORY BONDS